

GUIDE FOR SUCCESS

The Encova Career Development Center's personal career development resource guide created for students, alum, and faculty at Fairmont State University.



FAIRMONT STATE
UNIVERSITY™

Encova Career Development
Center



TABLE OF CONTENTS

- About Our Office: p. 3-4
- Cover Letters: p. 5-8
- Resumes: p. 9-18
- References: p. 19-20
- *Career Clusters*: p. 21-22
- Business Casual: p. 23-25
- Elevator Pitch: p. 26-27
- Interview Tips & Skills: p. 28-29
- Tips for a Successful First Day of Work: p. 30-31
- Email Etiquette: p. 32-33
- Internships: p. 34-35
- Graduate School: p. 36-37
- Hiration: p. 38
- Focus2: p. 39
- Falcon Link: p. 40

THE ENCOVA CAREER DEVELOPMENT CENTER



~OUR MISSION~

The Encova Career Development Center is dedicated to providing the students and alumni of Fairmont State University resources and assisting in developing their path to contribute to a global society.



The Encova Career Development Center office is located currently on the Second Floor of the Turley Student Services Center in Room 222. We are open from 8 A.M. to 4 PM, Monday through Friday. You can reach our office by calling us at (304) 333-3665 or via email at careers@fairmontstate.edu.

Services We Offer:

- Opportunities for volunteerism
- Helping find internships and employment
- Career assessments
- Mock interviews
- Opportunities to connect with employers and alumni
- Career fairs
- Assistance building your resume, cover letter, and graduate and professional school application

COVER LETTERS

What is a cover letter? Written in business letter format, a cover letter is a letter you write to a prospective employer when applying for a job. You may sometimes see it called other names, such as a letter of interest or application letter.

Again, how different employers use cover letters varies, but in the most common situation, your cover letter will be read AFTER they've read your resume, and only IF your resume convinced them you were qualified enough that they want to learn more. Therefore, your cover letter should *supplement* the information on your resume. When writing your letter, ask yourself, "If the employer had already read my resume, would this letter add additional value to my application?"

AN EFFECTIVE LETTER SHOULD CONVINC THE EMPLOYER OF 2 THINGS:

1. That you are a good match with what they're looking for and will add value to their organization.
2. That you've done your research and really feel like this job and this organization are the right fit for you.

WHAT'S THE DIFFERENCE BETWEEN A RESUME AND A COVER LETTER?

- Your resume *states* all of your qualifications for the position you're applying for. Your cover letter highlights a few key qualifications and *explains* HOW they have prepared you to succeed in this position.
- Your resume focuses on the past – what you *have done*. The cover letter focuses on the future – what you *CAN or WILL do* for the organization in this position if hired.
- Your cover letter directly discusses your interest in the job and the organization and the research you've done; your resume utilizes this research, but does not typically directly discuss these things.
- Your cover letter more clearly demonstrates what your proficiency level in written communication is.

COVER LETTERS

TIPS FOR WRITING AN EFFECTIVE LETTER:

- > **Target each letter** to each specific job and company. NEVER send out a generic cover letter – it wouldn't cover any of the above topics. Remember, this is not just a formality; *you are writing a letter to a real person*. Think about if you had the opportunity to be face-to-face with the hiring manager. What would you say to express your desire for the job, and why they should want to hire you over someone else?
- > **Understand their needs.** The employer is not hiring someone just to fill an empty chair, they are hiring because they need something specific accomplished. Understand the goals of this position, and what problems and challenges they need this person to take on. Address how you will be able to do that.
- > **Reference your research.** Don't be afraid to include how you learned what you know about the organization and position. If you've been speaking with people who work there, include those names.
- > **Keep the focus on what you can do for them**, not what they can do for you. When discussing why this is the right fit for you, focus on things that also benefit them, not just you (such as shared values, enthusiasm for the work, etc.). Leave out things such as pay or location that provide no benefit to the employer.
- > **Find a person's name to address your letter to.** This really matters to many employers! Be willing to do some research. Call and ask, talk to people who work there, look for a staff directory, or use LinkedIn. It's ok if you don't get a definitive answer. Any logical name (such as the recruiter, or the head of the department this position is in) shows initiative and is better than no name. If you really can't find a name at all, use a greeting that is still specific to the organization, such as "Dear [Organization Name]:" or "Dear [Organization Name] [Department Name]:"
- > **It typically shouldn't be longer than a page** (but you can fit a lot on that page). Use a standard font, ideally the same font as your resume, typically between 10-12pt font size depending on the font. Margins can be adjusted down to 1/2 (0.5) inch.
- > **Even one error can get your application eliminated.** Always proofread carefully, and then have another detail-oriented person check it for errors. It's often hard to proofread your own writing!

COVER LETTER WALK-THROUGH

This page will walk you through the format and content of your letter. Be aware that you don't have to organize your content exactly as described below, but this is a common, straightforward approach that is easy to follow.

Your Street Address

Your City, State, Zip Code (or use your resume header here instead of your address)

Current Date (write out the name of the month)

Employer's First and Last Name, Employer's Job Title

Department or Division

Company/Organization Name

Street Address

City, State, Zip Code

Dear Mr./Mrs./Miss/Dr. [Employer's Last Name]:

Paragraph 1 (Introduction): Concisely state your purpose for writing the letter. This paragraph can be short. Specify the position you want to be considered for. Optionally, you can include how you learned about the opening, but consider whether this is valuable information (for example, if you were referred by someone, or met them at a career fair). If you WERE referred to the position by someone within the organization or by a contact of the employer, this is a good place to include that information. Briefly introduce the main points you'll discuss in the rest of your letter, just as you would in an essay.

Paragraph 2 (Body - Qualifications): Note: This can be separated into multiple paragraphs as needed. Use the job description and notes you made during your research to identify the top 2-3 ways you align with what they're looking for and can contribute to the organization within the role you're applying for. You can pull these from your education and any experiences inside or outside the classroom (jobs, internships, fieldwork, volunteer work, extracurricular involvement, research, study abroad, Service Learning and other class projects, etc.). Include the skills you have developed through these experiences, and explain HOW the things you have done prepared you to do this job successfully.

Paragraph 3 (Body - Interest): Explain your interest in the position and the company. Your objective here has two parts. The first is to show the employer that you've done your research, and the second is to convince them that you believe this will be a good fit for you. Demonstrate your research by referencing specific things you've learned about them (mission, values, achievements, projects and initiatives, etc.), and then explain how or why each of those things fits with your interests, values, goals, work style, or other attributes. Make sure to focus on things that benefit the organization and not just you.

Paragraph 4 (Closing): Very briefly summarize your main points, and express your interest in the next steps of the process. You may choose to include your contact information here. Make sure to thank the employer for their time and consideration.

Sincerely,

(Sign your name here if submitting a hard copy)

Your First and Last Name Typed

SAMPLE COVER LETTER – For a Post-Graduation Job

123 Fairmont Ave.
Fairmont, WV 26554

February 25, 2019

Jane Doe, Client Experience Manager
Sales Department
Intermountain Technology Consulting
555 Camas Ave.
Boise, ID 83709

Dear Mrs. Doe:

I am excited to apply for the Client Development Specialist position available with Intermountain Technology Consulting. I was referred to this opening by Jorge Romero, Client Development Coordinator for ITC, who I met with while researching your company. I found that my interests and skills closely align with the work ITC is doing, and I believe I could make a significant impact on client development in this role.

While working towards my degree, I have sought out opportunities to apply the skills I am learning to real-world problems. My internship with Levoy Brothers has been especially valuable because it has taught me just how critical intentional client relationship-building is to the success of an organization. Knowing that ITC's clients generally do not possess a high level of technical expertise, I recognize the special importance of being able to make a prospective client feel their needs are fully understood, as well as being able to present technical solutions in language adapted to fit the client's background. As I have worked with clients to develop and implement marketing strategy, I have honed skills in active listening, needs assessment, clear communication of complex information, and effective follow-up. I am confident that these skills will allow me to build relationships with prospective ITC clients that will result in high retention and satisfaction rates.

My experience as a volunteer student ambassador for Fairmont State University the past two years has also provided an opportunity for me to develop skills that will help me build relationships with prospective ITC clients. As an Ambassador, my job is to sell Fairmont State and recruit prospective students to the university. This requires retaining a large bank of information, quickly assessing the needs of prospective students and families, and adapting the sales pitch to target the unique interests and concerns of the individuals in my tour group. Additionally, I have developed skills in communicating with people from diverse backgrounds coming from all over the nation, which will be an asset to me in working to increase ITC's out-of-state client base.

Though I initially considered a career in advertising, the experiences I've had have shown me that what I enjoy most is building relationships with current and potential clients. I also have a passion for technology and the ways in which it can simplify and streamline daily tasks. It is the combination of these two interest areas that led me to discover Intermountain Technology Consulting. In meeting with Mr. Romero to learn more about ITC's goals and challenges, I found that I really connected with your vision of promoting sustainable business practices through strategic use of emerging technology. In fact, for one of my courses this year, I chose to complete a research project on the impact of technology on sustainable business practices. I also found that how your Client Development Team is structured fits with how I am able to do my best work. Because I would be able to focus on a specific industry, I could work more effectively with clients due to having the opportunity to develop a strong knowledge of that industry and its challenges.

I am excited about the opportunity to utilize the relationship-building, communication, and sales skills I have developed in and outside of the classroom to help ITC reach its goal of 20% client growth over the next three years. I would very much appreciate an opportunity to discuss this with you further, and can be reached at (304) 123-4567, or at johndoe@email.com. Thank you for your time and consideration, and I look forward to speaking with you!

Sincerely,

John Doe

RESUMES

A resume is NOT a professional biography.
It IS a **marketing tool** used in selling yourself to a potential employer.

An effective resume will show the employer how your qualifications match what they're looking for. Therefore, to be effective, resumes you send out must be TARGETED to the specific position you're applying for. This means each resume you send out should be different!

What goes on a resume?

There are some basic things that should always be on your resume, like your education, experience, and contact info, but the key to knowing what to include in your resume is to ask yourself, *"How have I obtained the qualifications to do this job I'm applying for?"* Those are the things to include and highlight in your resume.

Heading: Consists of your name and contact information (mailing address, phone number, and email address)

Education: Start with your most recent education. Include:

- Degree Title and Major (even if you're not done- can put "Pursuing" in front or "(in progress)" behind)
- Name of School, City, State
- Minors or Emphasis areas
- Graduation date (or anticipated date if close to finishing, or date began – Present if not yet close)
- Only include your GPA if it is exceptional (3.0 or higher)
- You do NOT need to include your high school diploma/GED once you have started college

Experience: Can include anything hands-on you've done that is relevant to the job you're applying for, whether it was paid employment or not. Internships, full-time jobs, part-time jobs, summer jobs, volunteer experiences, service learning projects, extracurricular involvement, research, class projects, etc. can all count if the experience is relevant. When it's a job that you're listing, you are expected to always include:

- Your Job Title (or position title, like "Volunteer Tutor")
- Name of Company or Organization you worked for, City and State where the company was located
- Dates you worked there (if still there, write starting date – Present)
- You may also include info about what you did, depending on the format you use (see next page)

Other things to include: Design the resume that works best for you to show off your qualifications. You can make up your own category titles, but some other things you might include on your resume are:

- Honors/Awards/Scholarships
- Community Service/Volunteer Work
- Extracurricular Activities
- Relevant Coursework or Projects
- Relevant Licenses/Certifications
- Professional Organizations
- Trainings/Workshops/Conferences
- Service Learning
- Research Projects
- Foreign Languages
- Relevant Computer Skills/Languages
- Link to online portfolio

RESUMES

Resume Layout:

The visual layout is up to you, but here are some basic guidelines to follow:

- You should lay out your info strategically so the reader sees your most important info in 5-10 seconds
- It should look professional, and like you put time and effort into creating a polished document
- Your formatting should be consistent throughout the resume
- It should appear clean and organized, and there should be clear divisions between categories
- Use a font size of 10-12pt (half-sizes are ok too), with 0.5-1" margins
- Use a standard font to ensure compatibility on other computers
- Use bolding, underlining, or italics to draw the eye to the most important things (but do not overuse!)
- You should fill the page (first page), and white space should be evenly distributed



The Encova Career Development Center not only wants to see you SOAR, we want you to walk into the future with pride and confidence after your time here at Fairmont State University.

RESUMES

TYPES OF RESUME FORMATS

There are 2 main types of resume formats, chronological and functional. The difference between the two is primarily in the way your experience is organized and presented.

	CHRONOLOGICAL	FUNCTIONAL
What is it?	<ul style="list-style-type: none">>Your work history is the main focus of your resume> Your previous jobs are listed in order by date starting with the most recent> Your relevant experience is described through your work history	<ul style="list-style-type: none">> Relevant skills and experiences are the main focus of your resume> Your skills and experience are organized and listed under categories, not under specific jobs
When should you use it?	<ul style="list-style-type: none">> When your work history is related to the job you are applying for> When your work history shows an upward progression towards the position you are applying for	<ul style="list-style-type: none">> When you have little or no work experience> When you don't have any directly related experience> When you are changing careers>When you want to minimize something like major gaps in employment

Most resumes are **COMBINATION RESUMES** which combine elements from each format in different ways. For instance, you might have a Chronological layout, but break your experience into Relevant Experience and Other Employment categories in order to highlight only your most important (and maybe non-job) experiences.

Need help figuring out what format is best?

Meet with one of our Career Counselors!

RESUMES

TARGETING YOUR RESUME

Because a resume is a marketing tool, there is no such thing as a general resume. Each one must be targeted!

There are 2 types of targeted resumes:

·*Job-targeted resume*: targeted to a specific opening. When applying for a specific opening with a specific company, you should always create a job-targeted resume for that position.

·*Field-targeted resume*: targeted to a type of job rather than a specific opening. You will want to have a field-targeted resume for networking, and may also use these when applying for student jobs that don't provide a job description. (see Getting a Part-Time Job handout for info on student job resumes)

HOW do I create a targeted resume?

Job descriptions are your cheat sheets! They are giving you the answers to the test. If there is a posted job description for the position you're applying for, this tells you exactly what the employer is looking for. ***The best resume is the one that most closely matches the job description!***

The basic steps to targeting your resume are:

1. Address everything from the job description that you can.
2. Remove details that are unrelated to the job description.
3. Use the language from the job description (keywords).
4. Modify your format if necessary to highlight your qualifications.

Tips for working through a job description:

·You need to address the ENTIRE job description, including Responsibilities, not just Qualifications.

·Start by going through the job description and marking all the key nouns, verbs, and other keywords.

·Separate out the verbs- this will give you a lot of the "action verbs" that you will want to start each of your bullet points with when describing your experience.

·Look at one job responsibility at a time, and for each, ask yourself if you've done this before, done something similar, or done something where you used the same skills. If yes, write a bullet directly explaining this, and plug it in where it fits on your resume.

·If you can't address an entire task, see if you can use the key noun or verb in a slightly different way.

·Don't leave out anything in the job description that you've done or can do, even if it doesn't seem important to you. If they put it on there, they think it's important!

RESUMES

What if there isn't a job description?

Sometimes you won't have a description, or it might just not be a very useful one. In this case, there are a few resources you can use. One is the company's website, which will usually give you plenty of clues about the language they use (keywords), what you might be doing, the values of the company (characteristics they would be looking for in you), etc. You can also call the company and ask questions about the job. Additionally, search for similar job postings and look for themes. Another good resource is O*Net (onetonline.org), which provides info on all types of jobs and is like a generic job description.

What about my field-targeted resume?

When putting together a resume that address your ability to do a particular type of work, the process you'll follow is similar, you just won't have one particular job description to work from. Start by using O*Net to look up the type of job you're trying to get, which will list tasks, skills, abilities, and characteristics to include in your resume. Also search for similar job descriptions using the professional association website for your field, or general job posting sites like the ones listed on the Job Search Process handout (look nationwide). Look at several descriptions and identify themes and common keywords.

NEED HELP WITH YOUR RESUME?

Visit our website and
check out the Hiration
Resume Builder!



RESUMES

Other Targeting Tips

Think about how your resume might be reviewed, and what that means for how you design it. Possibilities include:

·It could be screened by the HR department. If it's a medium or large company, it will almost always be screened first by someone in HR, and their job is to weed out as many resumes as possible and only give a few of the best resumes to the department you will actually be working in. They usually have lots of resumes to look at and not much time, so they will often decide after a 10-15 second glance whether your resume will go into the "no" pile or the "maybe, will look at in more detail later" pile. Think about what all this means. Someone in your field may be able to see how your experiences could have prepared you for this job, but the HR staff have a background in HR, not in your field. They know the job description well, however, and those are the things that will catch their eye and tell them you're qualified. You'll need to be explicit in stating your qualifications- be direct and clear about how your experience relates to the job you're applying to, and don't make them have to guess or assume anything. You'll also need to design a format that will allow them to see the overview of your qualifications in only a few seconds.

·It could be electronically scanned by a software program to determine how qualified you are, with only the "most qualified" resumes ever being seen by a person. These programs are set to detect certain keywords, and whether or not the program deems you qualified for the job depends on how many of those keywords it picks up. Your best clue as to what words it will be searching for is the job description.

·It could be scored by a person, which typically happens when you apply to a government agency. Government agencies will have a point system to ensure that all applicants are given fair consideration. Again, your best clue as to what you'll get points for is the job description. For these positions, you want to include as much relevant detail as possible relating to the things on the job description, even if it means a longer resume, because it will be looked at more closely, and your goal is to maximize your points.

Strategically place the information on your resume. There are no real rules about the order of your categories or placement of the info in them. Determine where to put things by what your strongest selling points are and what the employer is going to care most about. If they glance at your resume for only a few seconds, what would you want to jump out at them? For example, are they going to be more interested in your education or your experience? Which would you rather them see, your job title or the name of the company you worked for? The degree you got or the school you got it from? Make your resume format work for YOU.

Sample Resume – FUNCTIONAL Format
for a public relations internship

JANE DOE

55 Fairmont Ave., Fairmont, WV 26554
(555) 123-4567, JaneDoe@internet.com

EDUCATION

Bachelor of Arts in Communication Arts – in progress

Fairmont State University, Fairmont, WV, Expected graduation: December 2013

Relevant Coursework:

Group Communication
Argumentation
Debate

Social Media
Participatory Journalism
Contemporary storytelling

RELEVANT SKILLS AND EXPERIENCE

Public Relations

- Manage public relations initiatives for the Fairmont State LEAD Center
- Design fliers to educate students about urban gardening and recruit new club members, including writing copy and laying out the fliers
- As an administrator of the LEAD Center Facebook page, distribute group information, news, photos, and other relevant media info on urban gardening to current and prospective members

Event Coordination

- Assist in the planning and coordination of events for the “Lights Off” program, which provides safe, alternative nighttime entertainment options for local teens
- Collaborate with the Lights Off director and other volunteers to constantly develop new ideas for events that will drive participation
- Manage varying planning logistics on a rotating basis, such as reserving venues, booking entertainment, and coordinating catering, as well as working each event

Communication

- Over 4 years of work experience communicating with the public
- Experience communicating with customers in multiple industries, including retail, food service, education, and recreation
- As a desk assistant, effectively deliver information about programs and services to existing and prospective Campus Recreation users via phone, email, and Facebook
- Highly skilled in responding to customer complaints in a way that leaves customers with a positive impression of the company, gained through 4 years of customer service experience
- Effective at selling through the ability to assess customer needs and describe products and services in a way that addresses how it will meet their needs

EXTRACURRICULAR INVOLVEMENT

Kuna Youth Center, Lights Off Program Volunteer

Fairmont State University LEAD Center, Volunteer Mentor

Public Relations Student Society of America, Fairmont State Chapter, Member

EMPLOYMENT HISTORY

Desk Assistant, Campus Rec, Fairmont State University, Fairmont, WV, August 2011 – Present

Sales Clerk, Foot Locker, Morgantown, WV, June 2009 – July 2011

Sandwich Artist, Subway Restaurant, Fairmont, WV, August 2008 – June 2009

Sample Resume – COMBINATION Format (Chronological-hybrid) for a marketing job

JOHN A. DOE

55 Locust Ave., Fairmont, WV 26554 • (555) 123-4567 • JohnDoe@internet.com
www.johnsportfolio.com • www.linkedin.com/in/johndoe

SUMMARY OF QUALIFICATIONS

- Experience in the development of print and electronic ad campaigns
 - Highly skilled at social media marketing; proven ability to increase customer engagement on social media sites
 - Proven ability to communicate with clients in a way that results in consistent satisfaction
 - Proficient at design and layout work using Adobe Creative Suite
-

EDUCATION

Bachelor of Science in Business Administration
Fairmont State University, Fairmont, WV

Expected: May 2013

RELEVANT EXPERIENCE

Marketing and Promotions Intern

August 2012 – Present

Johnson and Dean Marketing Associates, Fairmont, WV

- Assist in the design and development of print and electronic media ad campaigns for two local businesses
- Generate original, innovative ideas for new campaigns in collaboration with the client and other staff
- Analyze and interpret data from market research and previous campaigns, and make actionable recommendations
- Develop effective working relationships with clients, ensuring the client is satisfied with the level of communication and service as well as the final product
- Use Adobe InDesign, Photoshop, and Illustrator to design and layout advertisements

Social Media Marketing and Web Development Intern

May 2012 – August 2012

Whitewater Adventure Supply, Davis, WV

- Developed and managed social media sites for the business, building followers to 300+ on Facebook and 200+ on Twitter within the span of 3 months
- Created a new business website using WordPress, conducted a keyword analysis, optimized the site (SEO), and tracked site data using Google Analytics, resulting in a 40% increase in site traffic

Vice President, Phi Alpha Beta Business Honor Society

August 2011 – May 2012

Fairmont State University, Fairmont, WV

- Designed advertising for print and electronic media to promote the group's quarterly fundraising events
- Created and managed the group's Facebook and Twitter pages, resulting in increased attendance at meetings

OTHER EMPLOYMENT

Sales Associate, Whitewater Adventure Supply, Davis, WV

June 2010 – Present

Server, Olive Garden Restaurant, Morgantown, WV

August 2009 – May 2010

Camp Counselor, Youth Opportunity Camp, Parsons, WV

Summers 2008 & 2009

ACTIVITIES AND ACHIEVEMENTS

- Active member of Pi Sigma Epsilon, National Marketing Fraternity, 2010 – Present
- Recipient of the Smith Foundation Scholarship, awarded for academic achievement and community involvement
- Employee of the Year, Whitewater Adventure Supply, 2011
- Regular volunteer for the Marion County Humane Society, 2009 – Present
- Boys and Girls Club volunteer mentor, 2008 – Present

RESUMES

ACTION VERBS FOR RESUME WRITING

Action verbs help to describe the skills you've used to potential employers. Action verbs will help your descriptions to be short and powerful.

Here are some action verbs organized by skill area headings.

ANALYTICAL

analyzed	critiqued	examined	prescribed	studied
ascertained	deciphered	forecasted	prioritized	substantiated
assessed	deliberated	formulated	projected	synthesized
compared	determined	integrated	questioned	validated
computed	devised	investigated	rated	verified
conceptualized	diagnosed	justified	recommended	
concluded	estimated	measured	researched	
confirmed	evaluated	negotiated	scrutinized	

COMMUNICATION

addressed	communicated	explained	presented	summarized
apprised	composed	informed	promoted	translated
arbitrated	convinced	interpreted	publicized	wrote
attested	corresponded	lectured	queried	
authored	drafted	marketed	reported	
clarified	edited	persuaded	spoke	

CREATIVITY

brainstormed	designed	envisioned	illustrated	shaped
constructed	engineered	fabricated	produced	visualized

FLEXIBILITY

accommodated	adjusted	amended	converted
adapted	altered	balanced	grew

INITIATIVE

accelerated	coordinated	implemented	minimized	revised
accomplished	created	improved	mobilized	spearheaded
achieved	dedicated	increased	modernized	stimulated
acquired	demonstrated	initiated	modified	suggested
advanced	enriched	innovated	multiplied	updated
bolstered	established	inspired	overhauled	upgraded
boosted	expanded	introduced	pioneered	
built	expedited	launched	revamped	

LEADERSHIP

administered	chaired	empowered	guided	monitored
advised	coached	enabled	hired	motivated
allocated	delegated	encouraged	influenced	officiated
allowed	designated	endorsed	instructed	recruited
appointed	directed	enhanced	interviewed	sanctioned
approved	educated	facilitated	judged	supervised
assigned	elicited	fostered	led	trained
authorized	employed	founded	moderated	

ORGANIZATION

arranged	centralized	consolidated	organized	recorded
assembled	charted	correlated	oriented	regulated
budgeted	classified	indexed	planned	scheduled
calculated	collected	linked	processed	systematized
catalogued	compiled	orchestrated	purchased	tabulated

PROBLEM SOLVING

aided	enlarged	lightened	reinforced	revived
alleviated	extended	polished	rejuvenated	settled
ameliorated	extracted	procured	relieved	solicited
augmented	finalized	reconciled	remedied	solved
counseled	fulfilled	rectified	remodeled	streamlined
customized	generated	reduced	repaired	strengthened
debugged	identified	refined	restored	supplemented
eased	interceded	reformed	retrieved	transformed
elevated	invented	rehabilitated	revitalized	

TEAMWORK

assisted	cooperated	participated
collaborated	mediated	partnered
contributed		

OTHER ACTION VERBS TO CONSIDER

acted	committed	figured	programmed	sought
activated	consented	guaranteed	realized	specified
added	contracted	indicated	related	submitted
admitted	disbursed	instituted	reserved	surveyed
apportioned	dispatched	involved	reviewed	sustained
appraised	displayed	issued	satisfied	traced
approximated	enlisted	licensed	screened	transacted
attained	excelled	maintained	secured	transmitted
audited	executed	operated	served	valued
certified	exercised	performed	set	
commissioned	familiarized	prepared	smoothed	

REFERENCES

Purpose:

> Employers ask for your references for several reasons. Perhaps the primary reason is to verify that what you say about yourself in your applications and interviews is true. References provide more perspectives or add to the picture you have created about who you are. Finally, if an organization is choosing between top candidates, the strength of references is usually a major factor in the decision.

Identifying Your Reference and Asking for their Support:

1. Identify who will speak best regarding your strengths, in relation to the particular kinds of jobs you are seeking
2. Let the potential referee know of your job search, and ask if they would be available as a reference, and be able to give you a good recommendation
3. Provide your references updates as you job search, including letting them know what kinds of organizations you are targeting, when they might be hearing from the employer AND/OR when the written letters of reference are due for your application.
4. Keep your references posted regarding your progress in your job search. Be sure to thank them for their help.

Things to Include on a Reference:

Do's

- > Include full contact information
 - * Name, Title
 - * Company, Company Address
 - * Phone Number
 - * Email

Dont's

- > Don't include references with incomplete information.
- > Don't include a reference without asking their permission.
- > Don't send your reference list with your first batch of application materials.

SAMPLE REFERENCE TEMPLATE

John Doe

Mailing Address

Telephone Number • Email Address

REFERENCES

Name of Reference, Title

Name of Company, Name of Department

Mailing Address

Telephone Number

Email Address

Name of Reference, Title

Name of Company, Name of Department

Mailing Address

Telephone Number

Email Address

Name of Reference, Title

Name of Company, Name of Department

Mailing Address

Telephone Number

Email Address

Career Clusters

What is a career cluster?

A career cluster is a group of careers that share common features



Agriculture,
Food, and
Natural
Resources



Arts, A/V
Technology,
and
Communications



Architecture
and
Construction



Business
Management
and
Administration



Education and
Training



Finance



Government
and Public
Administration



Health Science



Hospitality and
Tourism



Human
Services



Information
Technology



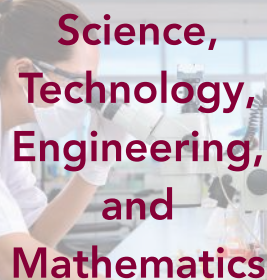
Law, Public
Safety,
Corrections,
and Security



Manufacturing



Marketing



Science,
Technology,
Engineering,
and
Mathematics



Transportation,
Distribution,
and Logistics

Career Cluster Descriptions...

- ▶ Agriculture, Food, and Natural Resources: The production, processing, marketing, distribution, financing, and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.
- ▶ Arts, A/V Technology, and Communications: Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.
- ▶ Architecture and Construction: Careers in designing, planning, managing, building, and maintaining the built environment.
- ▶ Business Management and Administration: Careers in planning, organizing, directing, and evaluating business functions essential to efficient and productive business operations.
- ▶ Education and Training: Planning, managing, and providing education and training services, and related learning support services such as administration, teaching/training, administrative support, and professional support services.
- ▶ Finance: Planning and related services for financial and investment planning, banking, insurance, and business financial management.
- ▶ Government and Public Administration: Planning and executing government functions at the local, state, and federal levels, including governance, national security, foreign service, planning, revenue and taxation, and regulations.
- ▶ Health Science: Planning, managing, and providing therapeutic services, diagnostic services, health information, support services, and biotechnology research and development.
- ▶ Hospitality and Tourism: Preparing individuals for employment in career pathways that relate to families and human needs such as restaurant and food/beverage services, lodging, travel and tourism, recreation, amusement, and attractions.
- ▶ Human Services: Preparing individuals for employment in career pathways that relate to families and human needs such as counseling and mental health services, family and community services, personal care, and consumer services.
- ▶ Information Technology: Building linkages in IT occupations for entry level, technical, and professional careers related to design, development, support, and management of hardware, software, multimedia, and systems integration services.
- ▶ Law, Public Safety, Corrections, and Security: Planning, managing, and providing legal, public safety, protective services, and homeland security, including professional and technical support services.
- ▶ Manufacturing: Planning, managing, and performing the processing of materials into intermediate or final products and related professional and technical support activities such as production planning and control, maintenance, and manufacturing/process engineering.
- ▶ Marketing: Planning, managing, and performing marketing activities to reach organizational objectives such as brand management, professional sales, merchandising, marketing communications, and market research.
- ▶ Science, Technology, Engineering, and Mathematics: Planning, managing, and providing scientific research and professional and technical services (e.g., physical science, social science, engineering) including laboratory and testing services, and research and development services.
- ▶ Transportation, Distribution, and Logistics: Planning, management, and movement of people, materials, and goods by road, pipeline, air, rail, and water and related professional and technical support services such as transportation infrastructure planning and management, logistic services, mobile equipment, and facility management.

BUSINESS CASUAL

For most job fairs and interviews, the appropriate style of dress is “business casual”.

What is business casual?

> Business casual is crisp and neat, not overly dressy, and more classic than trendy.



BUSINESS CASUAL

Basics of Business Casual:

- Khaki pants, long-sleeved button-up shirt, polo/golf shirts. Pants and shirts should be clean and pressed. It is less formal than a full-suit and tie ensemble.

What if I want to wear a suit and tie or skirt-suit set?

- That is perfectly fine. In fact, it is better to over-dress than to under-dress. If you do decide to wear a suit, just make sure it is up-to-date and not the one that has been hanging in your closet since your cousin got married 20 years ago!

Specifics for Men:

- Ties: Generally not necessary for business casual, but if you are in doubt, you can wear a tie. It never hurts to slightly over-dress.
- Shirts: Long-sleeved shirts are considered dressier than short-sleeved, and are appropriate even in summer. Choosing white, light blue, solid, or conservative stripes are your safest bet.
- Polo shirts, (tucked in, of course) are acceptable in more casual situations.
- Sweaters: A nice sweater worn over a shirt is acceptable, but it should not have a "loud" pattern to it. Solid, neutral colors are preferred. Make sure your sweater is not old and worn.
- Shoes: Leather dress shoes are preferred. No sandals or tennis shoes should be worn.
- Accessories: Jewelry should be minimal; such as a simple, conservative watch. A nice leather belt is a detail you should include. Note: It is generally considered poor manners to wear a hat indoors. Your hat and coat should be removed prior to speaking with an employer.



BUSINESS CASUAL

Specifics for Women:

- **Pants/Skirts:** Women can wear casual dress pants, khakis, or skirts. None of which should be tight. Fabrics should be crisp; colors should generally be solid; navy, black, gray, brown, and khaki are always safe bets. For the most business-like appearance, pants should be creased and tailored; neither extremely tight nor flowing.
- **Skirt Length:** Skirt should come to at least your knees while standing. If you choose to wear a slip under your skirt, make sure it does not show.
- **Shirt/Sweaters:** In addition to tailored shirts or blouses, tailored knit sweaters and sweater sets are appropriate business casual for women. Cotton, silk, and blends are appropriate. Velvets and shimmery fabrics suitable for parties are not appropriate. Fit should not be tight. Cleavage is not appropriate for business and job search occasions.
- **Jewelry/Accessories:** Keep it simple and to a minimum. Nothing flashy, but do include a nice watch. Avoid extremes of style or color.
- **Shoes:** Preferably leather, with appropriate colors being black, navy, and brown, depending on your attire and accessories. Dress sandals may be appropriate, depending on the season, but make sure your toe-nails are clean and trimmed. Make sure you can walk comfortably and naturally in whatever shoes you choose. Extreme high heels or chunky sandals would not be appropriate.
- **Hose:** Recommended for skirts knee-length. Trouser socks should be worn with pants.



ELEVATOR PITCH

What is an elevator pitch?

A personal elevator pitch is a quick summary of yourself. It's named for the amount of time it should take to deliver it—the duration of a short elevator ride (roughly 30 to 60 seconds or 75 words). Elevator pitches are sometimes thought to be specific to an idea or a product, but you can also use it to sell yourself as a professional.

How to write and deliver an elevator pitch:

Your elevator pitch should answer the following questions...

- Who are you?
- What do you do?
- What do you want?



THE FOUR-STEP ELEVATOR PITCH

1. Start by introducing yourself

a. *"Hi, my name is Sara. It's so nice to meet you!"*

2. Provide a summary of what you do

a. *"I'm a PR manager, specializing in overseeing successful initiative launches from beginning to end."*

3. Explain what you want

a. *"I find the work your PR team does to be innovating and refreshing--I'd love the opportunity to put my expertise to work for your company."*

4. Finish with a call to action

a. *"Would you mind if I set up a quick call next week for us to talk about my upcoming opportunities on your team?"*

ELEVATOR PITCH

How to write and deliver an elevator pitch:

- 1. Start by introducing yourself:** As you approach someone to pitch to at an event, interview or anything in between, start off with an introduction. Start your pitch by giving your full name, smile, extend your hand for a handshake and add a pleasantry like, “It’s nice to meet you!”
- 2. Summarize what you do:** This is where you’ll give a brief summary of your background. Include the most relevant information such as your education, work experience and/or any key specialties or strengths. If you’re not sure what to include, try writing everything that comes to mind down on a piece of paper. Once you’ve recorded it, go through and remove anything that’s not absolutely critical to explaining your background and why you’ve got what your audience may be looking for (you might consider the most important highlights on your resume). Once you’ve got it down to a few points, organize them in a way that makes sense in your story.
- 3. Explain what you want:** This step will depend on how you’re using the pitch. The “ask” of your pitch could be a consideration for a job opportunity, internship or simply to get contact information. This is a good opportunity to explain the value you’ll bring, why you’re a good fit for a job, or generally what your audience has to gain from your interaction. Focus on what you have to offer during this section of the speech.
- 4. Finish with a call to action:** You should end your elevator pitch by asking for or stating what you want to happen next. If you feel an elevator pitch is appropriate for a certain situation, begin with the goal of gaining new insight or determining next steps. Examples can include asking for a meeting, expressing interest in a job, confirming you’ve fully answered an interview question or asking someone to be your mentor. Asking for what you want can be intimidating, but it’s important you give the conversation an action item instead of letting it come to a dead end. Remember: You’ve just met this person, so make the ask simple with little required on their part. If they agree to your request, be sure to thank them for their time and get their contact information. End the conversation with a concise and action-oriented farewell, such as, “Thank you for your time, I’ll send you a follow-up email tonight. Have a great day!”. If they don’t agree to your request, gracefully end the conversation with a polite, “I understand, thank you for your time! If it’s all right, I’ll send you a follow-up email and see if there’s a better time for us to connect.”

INTERVIEW TIPS & SKILLS

Interviewing is a crucial part of the job search process. In an interview, you will:

- Learn about the employer's needs and have the ability to express how you can meet those needs.
- Gather information about the job, the company, and future career opportunities to determine whether the job and company are right for you.
- Convey your personality, confidence, enthusiasm, positive attitude, and quality communication skills that are significant parts of the selection process.

Here are some frequently asked questions and answers about the interview process.

How do I prepare for an interview?

- Know yourself! Identify your strengths, weaknesses, values, interest, skills, accomplishments, goals, etc.
- Prepare materials, such as your resume, cover letter, references, transcripts, and any other supplemental materials.
- Select your interview attire to reflect professionalism (business casual is recommended).
- Practice! Participate in a mock interview with the Career Development Staff.
- Gather information on the employer by doing an internet search, talking with faculty, alumni, or current employees. Use the information to create 3-5 questions to ask during the interview.
- Call the employer prior to your interviewer to determine location, parking availability, and things to bring to the interview.
- Arrive 10 minutes early to interview. You arrive earlier than that, stay in your car until the 10 minute mark.
- Double check your appearance before entering the interview location (check hair, teeth, etc.).
- Silence and/or turn off cell phone **before** entering interview location.
- Be courteous and respectful to every person you come into contact with.

What are some things to do during an interview?

- Introduce yourself.
- Shake each interviewer's hand as you enter the room.
- Be honest and genuine.
- Be aware of your nonverbals (i.e., make eye contact, smile, show you are paying attention).
- Use humor (if applicable) in an appropriate, professional, and lighthearted manner.

INTERVIEW TIPS & SKILLS

Here are some frequently asked questions and answers about the interview process. (CONTINUED)

What are some things to do after the interview?

- Send thank you email or card (talk to administrative assistant on the way out to obtain each interviewer's name and/or email address if unknown).
- Remain professional even if you are not hired for the position or if you choose to turn down the offer.

What are some things to avoid during an interview?

- Talking and/or texting on your phone.
- Don't lie or exaggerate your skills and/or experience.
- Don't speak negatively about past employers or people within the community.
- Chewing gum or eating (unless due to a medical condition).
- Being too casual.
- Be aware of nonverbals (don't roll eyes, don't cross your arms).



**Need help preparing for an interview?
We can help! Schedule an appointment
for a mock interview with our staff.**

TIPS FOR A SUCCESSFUL FIRST DAY OF WORK

Here are some tips to follow to make your first day on the job great:

- 1. Dress up:** Dress up to make a good impression and ensure you're meeting the company's dress code. You can consider wearing a dress shirt and a tie or a pantsuit with oxfords, flats or sensible heels. If everyone around you is dressed more casually, you can adjust your clothing choices on later days. You can also take off your tie or jacket later in the day if it seems appropriate.
- 2. Plan your commute:** When you drive or use public transportation on your first day of work, you may not know exactly how long the commute will take. You should leave at least 15 minutes earlier than you normally would to get to a place on the same side of town. Rush hour traffic could make your commute take longer than a typical trip to the same area, and showing up for your job early is much better than being late. If you're more than a few minutes early, you can use the extra time to prepare for the day.
- 3. Review onboarding and orientation materials carefully:** On your first day of work, most people need to review employment contracts and take care of paperwork such as tax forms. You should read any materials you get carefully to understand your new employer's health insurance coverage, retirement plans, vacation policy and more. You could get some of this information after your first day, and you may need to read some of it at home. Save this paperwork so that you can review it later if needed.
- 4. Ask plenty of questions:** New hires have a lot to learn, and asking questions now will help you avoid mistakes in the future. For example, you may need to ask which tasks you should prioritize or how often your supervisor prefers to get updates. Being inquisitive also shows that you want to do well in your new position.
- 5. Be friendly:** Smile, be cheerful and introduce yourself to as many of your new coworkers as you can. During breaks, start conversations by asking about which restaurants or coffee shops nearby are best or people's plans for the weekend. Making friends will encourage your coworkers to think of you as one of the team. A good friend could also help you advance your career.
- 6. Prepare an elevator pitch:** Give the people you meet a short explanation of your work history and your new job. Tell them where you worked last and what you'll be doing in your new position. You should also be prepared to talk about why you decided to change jobs.
- 7. Eat lunch with your coworkers:** If your boss or some of your coworkers invite you to lunch, consider taking them up on the offer. Eating lunch is a great way to make friends and find out more about the people you'll be working with. You may even end up sharing a meal with your coworkers frequently, which can help you build strong professional ties to help you advance in your career.

TIPS FOR SUCCESSFUL FIRST DAY OF WORK

Here are some tips to follow to make your first day on the job great (CONTINUED):

8. **Observe others:** In most work environments, learning from the right coworkers is important. You should listen to people's conversations carefully and watch their behavior. That way, you can focus on emulating the most successful people and making friends with the people who can help you most. You can also get useful advice about how to succeed at your new job.

9. **Be available to your supervisor:** Your first day at work could be extremely busy. Between talking to your coworkers, getting essential training, and completing the onboarding process, check in with your manager a few times. You can ask a few questions or just ask if they need anything. If your supervisor sends you an email or tells you to come to their office, respond immediately. This demonstrates both respect and enthusiasm to your new manager.

10. **Pay attention to your body language:** Even when you're not talking, you're often communicating with other people through your body language. Sit or stand up straight and avoid signs of nervousness or boredom such as touching your hair or face, tapping your foot or yawning. When you have a conversation with someone, lean forward to show that you're interested and nod when they make a good point or give useful information.

11. **Relax:** Most employers understand if you make a few minor mistakes on your first day of work. The urge to make a good impression can be challenging, but you should remember to focus on learning to do a great job. If you start to feel nervous or stressed, take some long, slow, deep breaths and focus on being present. Imagine a calm, peaceful scene such as a beautiful beach. If you make an error, remember that you'll have a chance to do better tomorrow.

12. **Say goodbye when you leave:** When you're ready to leave, thank your supervisor for hiring you and let them know that you enjoyed your first day. If they feel talkative, you can talk to them about your day and how you plan to handle future projects. Wish them a good night and tell them that you look forward to seeing them tomorrow.



**Anxious about starting a new job?
Breathe! The Encova Career
Development Center is here to help!**

EMAIL ETIQUETTE

What is email etiquette?

Email etiquette is the customary set of manners used in professional email communications. Appropriate email etiquette involves including the necessary elements of a message, such as a clear subject line, greeting, closing, well-organized body paragraphs and proper language. Employees should carefully consider the format and phrasing of their professional messages to make sure they're sending messages appropriately.



Guidelines for Proper Email Etiquette

1. **Draft a clear and simple subject line**
2. **Use a standard font**
3. **Address your recipient formally**
4. **Use carbon copy and blind carbon copy appropriately**
5. **Structure your message clearly.**
6. **Provide a call to action at the end**
7. **Include a professional closing**
8. **Proofread your email carefully**

EMAIL ETIQUETTE

Tips for professional email etiquette...

- > **Be polite and positive:** Maintaining a professional relationship with employers, customers, clients and coworkers you interact with over email requires a professional tone. You can accomplish this by using formal language instead of slang, complete sentences, correct punctuation, writing out all words and avoiding exclamation points. If you have to address a disagreement through email, provide positive feedback and make sure any criticism you give is constructive. Keep these emails brief, and use an in-person meeting or a phone call instead if possible.
- > **Use your personal email for casual messages:** If you're sending informal communications about topics not related to the business, you should use your personal email account. Using different email addresses to separate your personal and professional communications also helps you keep your messages and contacts properly organized.
- > **Only "Reply all" when necessary:** Think carefully about whether your response needs to go to everyone who was included in the original message. Only use the "Reply all" option when you're providing information that is relevant to the entire group. Otherwise, the "Reply" option is usually best.
- > **Start new email threads for new topics:** If you want to address a new topic with a group or individual, begin a new message rather than adding the matter to an existing and unrelated thread. This method can ensure you and other recipients keep communications as organized as possible.
- > **Consider the culture:** If you're communicating with business contacts abroad, consider their culture. Some cultures prefer only communicating with business contacts they've already made, while others are open to messages from new connections. Some cultures also have certain standards when it comes to greetings and opening statements. Making an effort to accommodate these and other cultural preferences helps you build more favorable relationships with global contacts.
- > **Save your emojis for personal messages:** Though emojis are a common part of popular culture, they're more appropriate for casual messages than business communications.
- > **Inquire before including an attachment:** Ask your recipient if you may send an attachment before including one with an email. Inquire about the best format for these files to make sure your recipient can open them easily. Including a link to a file hosted in the cloud is often easier than attaching files, particularly when files are large. Internal communications are often an exception to this rule, meaning you may send documents to coworkers using your internal email server.

INTERNSHIPS

What is an internship?

An internship is a professional learning experience that offers meaningful, practical work related to a student's field of study or career interest. An internship gives a student the opportunity for career exploration and development, and to learn new skills. It offers the employer the opportunity to bring new ideas and energy into the workplace, develop talent and potentially build a pipeline for future full-time employees. A quality internship:

- Consists of a part-time or full-time work schedule that includes no more than 25% clerical or administrative duties.
- Provides a clear job/project description for the work experience.
- Orients the student to the organization, its culture, and proposed work assignments.
- Helps the student develop and achieve learning goals.
- Offers regular feedback to the student intern.



10 Tips for Landing an Awesome College Internship

1. **Start early**
2. **Make a list of internships by degree of competitiveness**
3. **Be on the constant lookout for opportunities**
4. **Be aware of internships that are major or grade-specific**
5. **Have several people look at your resume and cover letter**
6. **Ask your professors for recommendations early**
7. **Prepare for your interview**
8. **Look for grants, scholarships, or other means to financially support your internship**
9. **Reach out to internships that haven't gotten back to you**
10. **Be willing to do internships that are out of your comfort zone**

INTERNSHIPS

Ways to make the most of an internship...

An internship is an excellent opportunity to try out a career field, build skills, and potentially become employed at a company full-time after graduation. Here are some ways to make the most of the experience:

- Meet your coworkers
- Set goals
- Watch and learn
- Be professional
- Keep busy
- Stay organized
- Manage your time wisely
- Keep track of your projects
- Buy a coffee for your contacts
- Reflect on your experience

Turn Your Internship Into a Full-Time Job

Organizations seek interns who are motivated and exhibit a "go-getter" attitude. Employers also want people doing internship in their company who have a strong work ethic and are dependable and work well independently and in a team environment. Many Human Resource Departments report that they seek many of their full-time employees from interns exhibiting these skills who have previously interned with their organizations.

Are you thinking about getting an internship and need some guidance? Make an appointment and meet with one of our Career Counselors today!

GRADUATE SCHOOL

What is graduate school?

Graduate school constitutes an advanced program of study focused on a particular academic discipline or profession. Traditionally, graduate school has been "academic" (centered on generating original research in a particular discipline), but it may be "professional" (centered on developing skills and knowledge for a specific profession), or a combination of both.

How is graduate school different from undergraduate education?

Compared to undergraduate studies, graduate school is a more concentrated course of study with greater expectations for the quality and quantity of your work. Graduate programs also entail:

- focused studies in a specific discipline with fewer elective possibilities
- rigorous evaluation of your work by professors and peers
- smaller classes with much student interaction
- work experience via internships, teaching, or research
- production of original research

What graduate degrees are available?

Graduate degrees are available in almost any subject and come in three levels: master, specialist, and doctorate. Depending on the graduate school program and degree level you desire, your program requirements and length will vary.

- **Specialist degrees** are usually earned in addition to a master's degree and will require additional coursework, training, or internship experience. This type of degree usually prepares students for professional certification or licensing requirements (e.g., Ed.S. for school principal or credential for becoming a teacher).
- **Master's degrees** are offered in many fields of study. Some are designed to lead to a doctoral degree while others are the "terminal" degree for a profession (e.g., Master of Library Science and Master of Business Administration). For full-time students, completing a master's degree usually takes 2 years.
- **Doctoral degrees** are the highest degrees possible. They usually require the creation of new knowledge via independent research. Including the time it takes to write and defend a dissertation, this degree may take anywhere from 5-7 years to complete.

GRADUATE SCHOOL

Applying for Graduate School: Step-by-Step Guide:

1. Fill out and submit application(s)
2. Request official transcripts from your undergraduate school
3. Register for and take the appropriate graduate school exam
4. Request letters of recommendation from college professors, employers, and mentors
5. Compile a resume or curriculum vitae (CV) if required
6. Write and edit your personal statement or statement of purpose
7. Determine whether your school requires additional materials, and create or compile them



Applying for graduate school can be stressful. Just remember though that you are not alone! If you are thinking about applying to graduate school, meet with a Career Counselor or an Academic Advisor!

HIRATION

Hiration Online Resume Builder

What if you could outsource those annoying aspects of resume building, from those pesky margins to figuring out what goes where, so you could focus on the more demanding facets of job-search?

Hiration's AI-powered resume builder is what you are looking for!

Their ready-to-use content templates tailored to your courses, along with intuitive AI features like instant resume review, Next Word Prediction to effortlessly generate meaningful content, a matching score to customize your resume to a specific job listing, etc. will help you make a job-winning resume in no time.

How to Get Started...

1. Visit fairmontstate.hiration.com and use your Fairmont edu ID to create a FREE account.
2. Select any design for now - it can be changed later in a single click without disturbing the content.
3. Choose any content template nearest to your course/target profile, or start off with a blank template.
4. The AI Assistant is turned on by default and applicable on bullet points (not paragraphs). Simply write a few words to see the predictive text generated right next to it.
5. Turn on the AI Review for an exhaustive feedback on your resume across each bullet point and section.
6. Toggle on the job description (JD) matcher and paste any job listing to get a matching score and suggestions to bring you closer to your dream job!
7. Click on 'Download PDF' once the resume is done.

**Ready to get started
on building your
resume? Check out
"Resume Builder" tab
to get started!**



FAIRMONT STATE
UNIVERSITY™

FOCUS2

What is Focus2?

Focus 2 is an online assessment to help you understand various career paths.



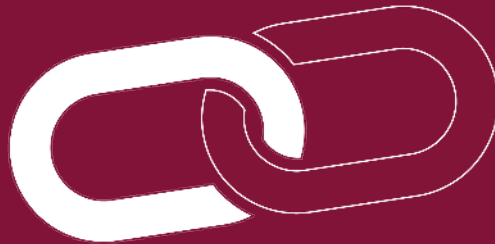
To begin the Focus 2 Assessment, complete the following steps..

1. Go to <https://www.focus2career.com/Portal/Login.cfm?SID=417>.
2. Click on the Register box. If you try to sign in using your Fairmont State log-in information, it will not work.
3. Fill in the information to create the account. Please use **Access Code: fsu300** so you are not charged for the account.
4. Click on the box at the start of the paragraph near the bottom of the page.
5. Click Continue.

Need assistance making sense of your results? Schedule an appointment with a Career Counselor!



FALCON LINK



FALCONLINK



What is Falcon Link?

Falcon Link is our connection among students, alumni, and employers. It is our way of connecting you with career opportunities.

Get Started!

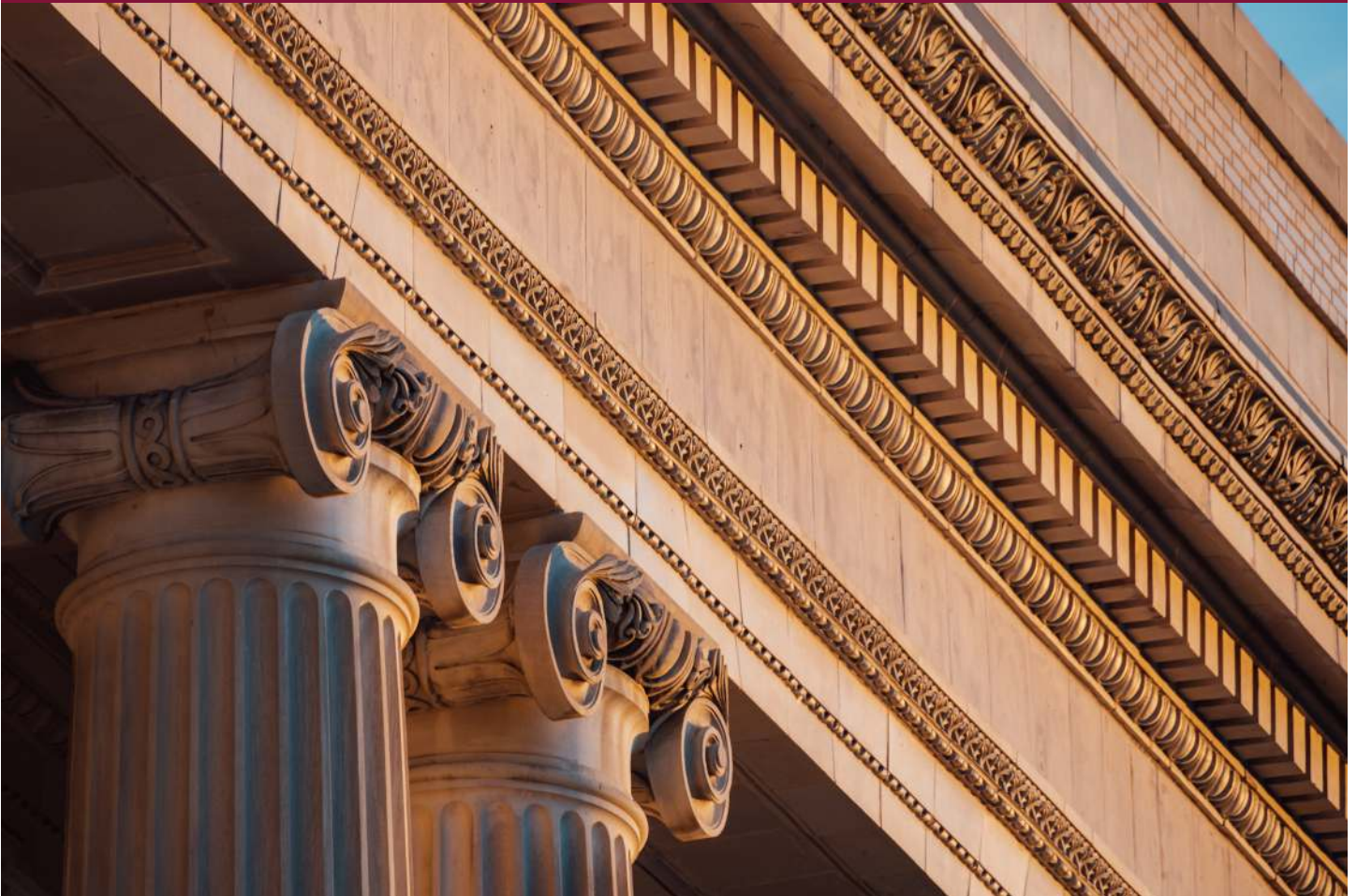
Link: fairmontstate.edu/falconlink

-or-

Sign-in through www.myfairmontstate.edu by clicking on the Falcon Link logo!

Falcon Link is the Encova Career Development Center's platform to connect with students, alumni, and employers. This is an awesome resource for you to utilize while navigating both your education and professional endeavors.

THE ENCOVA CAREER DEVELOPMENT CENTER



The Encova Career Development Center wishes our students all the very best during their time here at Fairmont State. Should you need any help, please do not hesitate to reach out!