



Career Services Informer

To contact the Career Services Office call
(734) 432-5623, or visit our website:

<http://www.madonna.edu/pages/careerservices.cfm>

November, 2007



If you are like many students, you have a profile on Facebook or MySpace or one of the many social networking sites out there. And, if you're like many students, you may not have considered the potential damage your profile could do to your job search.

Because social networking sites are designed for social, not professional, purposes, many students mistakenly believe that employers can't or won't look at their online profile. Wrong. Legally, if you've put it out there for the world to see, the world—and potential employers—can see it. Second, some employers do check out such sites to find out about candidates they are considering. In fact, a recent survey found that one in 10 employers expected to look at profiles on social networking sites when considering potential employees. (Maybe a bigger issue: Nearly half of the employers in the survey said they weren't reviewing online profiles yet, but were considering it.)

Anything out there is fair game, and if your profile casts you in the wrong light, that could spell trouble. Advertising yourself as a "party animal" may enhance your image among some people, but most employers are going to be put off. Similarly, be careful that what others are posting about you doesn't reflect badly on you and that photos don't show you in questionable situations.

Many social networking sites allow you to limit who can have access to your profile, so take that step. But even with that security, it's a good idea to review your profiles and postings. Are you comfortable with the image they portray of you to potential employers? Use the grandma test: Would you let your grandmother see your online profile? If not, clean it up.

After all the time and effort you've put into crafting a resume, polishing your interviewing skills, and marketing yourself as the best candidate for the job, don't let your online profile undo your hard work. Check out your profile today!

**Job Choices for Business & Liberal Arts
Students: 2008**

WORKSHOP SCHEDULE



Resume Writing & Job Interviewing

11/28/07 5-5:50 p.m. 6-6:50 p.m.
Room 2213

A Slice of Advice – Join us for resume
critiquing & pizza 11/29/07 11a.m.-1p.m.

Take 5 Lounge

Click here to register, or call (734) 432-5623

https://ww4.madonna.edu/mucfweb/ssl_forms/WorkshopRegistration/clients/RegistrationForm.cfm



**NOVEMBER 2, 2007
9:00 a.m.-3:00 p.m.
Burton Manor
Livonia, MI**

The Michigan Collegiate Job Fair (MCJF) is a state-wide job fair held in the Spring and Fall each year. This fair is open to graduating seniors and recent alumni.

No other Michigan job fair has attracted as many schools, graduates and companies at one time, in one day.

To see a list of all the employers that will be attending, click on this website:

<http://www.mcjf.org/employers.php>

If you are interested call Ingrid Kroeger
734-432-5621.

Job Choices for Business & Liberal Arts Students: 2008

National Association of Colleges and Employers



Career and job fairs are your chance to make important contacts with potential employers. The career fair is often a good first step, enabling you and the employer to meet face to face for a few minutes and exchange some information.

But you need to do more than press your business suit and print 30 copies of your resume to make the most of this opportunity. You have to be prepared. It's not likely you'll be interviewed at a career fair (although, occasionally, this does happen), but it's wise to take as much care and approach the career fair as if it were an interview. After all, you want to make a positive impression— and you've only got a limited amount of time. Here's what the experts recommend:

Know your employers.

Pick up a list of employers expected at the career fair from your campus career center and focus your research on the three or four that interest you most. Your career center can help you identify resources, so that you can go to the fair knowing something about each of these companies. As a rule, good research is key to an effective job search, and you'll find that it's well worth your time to investigate

employers up front, before you get there. That way, you won't waste your time (or anyone else's) on employers that don't interest you.

Know what you want.

What type of opportunity are you interested in with a specific company? Although you may not be able to identify the exact position or department you'd like to work in, you should be able to give the recruiter some sense of where you might fit in the organization. This is the kind of information you can find through research. Saying, "I'll take anything" or "What jobs do you have for me?" to a recruiter shows a lack of research.

Prepare a two- to three-line script, and customize it to the needs of the companies you are most interested in.

Include your name, your class year and major, and your career interests as they relate to the target company. You will also want to include any relevant work experience you've had, such as an internship, volunteer experience, or part-time job, and highlight your strengths and skills. Be sure to tell the employer whether you are interested in a full-time, internship, or co-op position.

Once you've developed your script, practice it, and test it out with career center staff. Ask for advice on how you can improve both your script and your "delivery."

Prepare a scannable resume.

There's a good chance that your resume will be scanned into applicant systems, so keep your resume format simple. Avoid fancy fonts or symbols, and be sure to include relevant key words.

Pack your credentials.

Although some employers will want only a scannable resume from you, be prepared to offer more. In addition your scannable resume, be able to supply potential employers with a cover letter, copies of reference letters, and a completed job application (if applicable). Put your materials into a neat, clean folder to make it easier for employers to keep your credentials together.

Dress the part.

The career fair isn't an interview, but go dressed as if it were. This is your first impression on the employer, so look like a professional.

Arrive early.

Come early while employers are fresh— and go first to the booths of employers you have identified in advance as most interesting to you. Don't arrive 30 minutes before the end of the day and expect to talk to employers.

Don't get diverted by the "goodies" employers offer at their booths.

Stay focused on your target employers. Remember that you are at the fair to make contacts, not collect pens and other items. And, when you are talking with a target employer, be sure to express interest in the organization—not in the giveaway being offered.

Greet each employer with a smile and a strong handshake.

Use your prepared script to introduce yourself and express your interest—and be enthusiastic. Make eye contact. *Be* positive.

Ask appropriate questions.

If you have time, use it wisely. Don't waste it asking questions that could be

readily answered through a little research—such as "What does your company do?" or "What jobs do you have for me?" Instead, ask questions that show you have done your homework ("I am very interested in XYZ Company's management trainee program. Can you give me any advice on how I might tailor my resume for that program?") and are genuinely interested in the organization ("What does XYZ value in its employees?").

Be considerate of others.

Other students will want a chance to talk with the recruiter, and the recruiter will want to meet with as many students as possible, so be considerate. If you've taken the time to prepare a two- or three-line script, you'll be able to get your qualifications and interest across without wasting anyone's time—and that will make a good impression on the recruiter.

Ask for the next step.

At the end of your conversation with the recruiter, ask how you should follow up and what the next step is in the hiring process.

Pick up business cards.

Collect business cards from recruiters you speak to. Jot notes on the back of the card about the recruiter and the company. Use your notes to personalize your thank-you notes.

Write a thank-you note.

Send a thank-you note to every employer you speak to at the career fair. Some employers prefer notes by snail mail; some are happy for an e-mailed thank you. Check with your career center for advice on which type of note to send.

Complete any online applications requested.

You may find that an employer will ask you to complete an online application. For many employers, the online application is part of the process, so, if you are interested in the employer, be sure to do so. Even if you've left a scannable resume behind, filling out an online application ensures that your information is in the employer's system quickly.



[Tips For Applying for Jobs Online](#)

by [Diana Huggins](#) on August 26, 2004 at 9:26 pm ·

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Applying for a job used to involve mailing your resume to a potential employer or dropping it off in person. Many jobs are now advertised online and allow you to apply via e-mail. Although this is much faster than traditional mail, there are a few rules you should follow before you go ahead and press the 'Send' button. Chances are, many other people will also be applying for the same job via e-mail so you want to make sure that your e-mail message gets noticed and stands out from all the rest. So here are a few rules you should follow when applying for a job online.

1. **Use a subject line.** The subject line you use will depend upon the job you are applying for. If the job posting has a code or job title associated with it, place it in the subject line. Alternatively, if you are simply e-mailing a

company to find out if they have any possible positions, state this in the subject line. This decreases the chances that you will end up with the junk e-mail or worse yet, in the deleted items.

2. **Follow the instructions provided with the job posting.** A lot of job postings give you specific directions for applying online. Someone did not put these instructions in there to kill some of their spare time. They are there for a reason so be sure to follow them. They more than likely did so to streamline the application process, so why not help them out and show that you are capable of following simple instructions?
3. **Include a cover letter in the message.** This is your chance to get the reader's attention. Be sure to include a cover letter in your e-mail. Address it to the appropriate person. Introduce yourself and highlight how your skills are exactly what they are looking for. Make the reader want to look at your resume in its entirety.

4. **Include your resume in the body of the e-mail instead of as an attachment.** Some systems automatically reject attachments so it is generally a good idea to include your resume in the body of your e-mail. If you decide to follow this rule, take a look at the next point.
5. **Format your resume appropriately.** Take some time to make sure your resume is formatted correctly within the e-mail. A resume that is not formatted correctly or is unreadable will most likely be thrown in the trash without a second thought.